

Symply TOO GOOD TO BE TRUE

Australia's Most Successful Self-Published Low-Fat Cookbook Author and Leading Weight Loss and Healthy Lifestyle Expert

ANNETTE SYM

Annette is a best selling author, low-fat cooking expert, award winning businesswoman, speaker and media identity.



Annette's story is unique. Having lost 35kg in 20 months and successfully maintained her healthy weight range now for over 19 years using her low-fat recipes and healthy lifestyle. She has taken a dream, mixed it with passion, added a vision and created a business that helps thousands of people each year to lead healthier and happier lives. With no tertiary education or previous business experience, she has turned the triumph over her own weight loss and health struggles into a multi-million dollar business and to date has sold over 3.5 million cookbooks all self-published. Annette truly 'walks the walk and talks the talk' to show others that they can stop fad dieting, beat the battle of the bulge and lose weight the healthy "Symply Too Good To Be True" way.

Annette's cookbooks are full of delicious, guilt-free family favourite recipes and have been the No. 1 low-fat choice in Australia over the past 13 years, with millions sold through newsagencies and her successful website www.symplytoogood.com.au Annette's sixth cookbook, including a comprehensive 28 day weightloss program, was launched in 2010.



All of Annette's six best selling, healthy low-fat cookbooks have met the strict guidelines to be endorsed by Diabetes Australia. Her cookbooks are often recommended by dietitians and health professionals throughout Australia to help manage diabetes, cholesterol, heart health, and weight issues.

Annette is a multi-award winning businesswoman and entrepreneur. In 2012 Annette was given a Senior Fellow Award of the Sunshine Coast University in recognition of her contributions to small business, entrepreneurship and healthy advocacy. She was included in SmartCompany's list of top Female Entrepreneurs in Australia in 2010 and BRW magazine's list of Top 30 Entrepreneurial Women in Australia in 2006.



In 2007 Annette won the Australian MCEI Marketing Award for Home Based Business of the Year and also the Sunshine Coast Home Based Business of the Year.

She was the only Queensland appointee to the Federal Government's Small Business Council (SBC), and provided advice to the Minister on issues confronting small business in Australia.

In 2004 Annette was awarded the Telstra Australian and Queensland Micro Business of the Year Awards, which are the most prestigious awards a business can receive.



Annette is extensively involved in community organisations and is an official sponsor of the Make-A-Wish Foundation.

Annette has particular interest in health, weight loss and children's nutrition, she was a Member of the Queensland Association of School Tuck shops (QAST) board from 2005 to 2009, and is a regular columnist with Kids Healthy Life Magazine and kidfriendly.com.au



An Ambassador for the Sunshine Coast Health Foundation, Annette offers her advice, expertise and support to professional health workers and also the community at live events and through website articles.

There for you



Annette launched her first American cookbook in the USA in 2009 and tours regularly for television, radio and print media interviews, as well as live events and speaking engagements including large-scale health and business conventions, youth health programs and community groups across the States. *Symply Too Good To Be True (American Version)* received a Living Now Book Award in 2010. Annette's US website is: www.symplytoogood.com



In Australia, Annette is a recognised media identity with television appearances both regionally and nationally throughout Australia, and as a popular radio personality she is a regular guest on radio stations both in metropolitan and rural locations, providing listeners with health and wellbeing tips and low-fat cooking ideas. She is a food editor for several magazines and websites and a weekly columnist in many Australian newspapers.



In 2009, Annette took on the role of Executive Producer for the Australian feature film "Mind Fire" by MyrtleTown Films Pty Ltd. She is thrilled to be able to support the Australian film industry in this way and assist other entrepreneurs to fulfill their dreams.

Annette is a sought after motivational guest speaker and dynamic seminar presenter, addressing a wide variety of audiences including; national corporations, government agencies, non-profit organisations and weight loss and lifestyle clubs. She also runs 1 day and 3 day workshops that change people's lives.

Annette is a mentor to those wanting to lose weight, adopt a healthier lifestyle or succeed in a competitive business world. As one of Australia's most prominent small business entrepreneurs and weight loss and health gurus, Annette inspires others through the story of her own journey. With a genuine desire to see people's lives transformed, Annette takes people step-by-step into 'her world' and offers practical tips, delicious recipes, nutritional advice, weight loss motivation and the secrets to her success.

www.symplytoogood.com.au

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